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MONITOR

VOL. 22 NO. 8 ♦ SEPTEMBER 22, 1997

Nonprofit Organization
U.S. Postage
PAID
Permit No. 1
Bowling Green, Ohio

"Showing our colors; telling our story": fall media campaign underway

It's fall and soon the leaves will be showing their colors, particularly orange and brown.

From early October through early November, commuters throughout northwest Ohio will see colorful billboards depicting autumn leaves showing off Bowling Green State University's "Premier Colors."

The fall theme connotes the premier learning community BGSU aspires to become and reminds people that "It's all right here at BGSU," which continues last year's advertising theme. The billboards will appear in nine locations in Greater Toledo, two in Lima and three in Findlay. An estimated 130,000 people each day will see them in the

It's all right here ...

Television commercials will feature the following script:

"Bowling Green offers a friendly, small college atmosphere at a first-class university ... it's ALL right here at Bowling Green State University.

Bowling Green's business partnerships and placement services provide you with a competitive edge ...

Bowling Green's faculty are simply the best ... dedicated teachers that challenge you to excel ...

Bowling Green is a first-class university with easy highway access that makes your commute quick and convenient ..."



Fall billboards designed by Cheryl Takata, public relations, feature BGSU colors.

Toledo area alone.

The outdoor advertising is part of a much larger \$230,000 media campaign designed to get the word out about the values and strengths of BGSU.

"This year's campaign, which primarily will run through the middle of November and then resume in January and February, will promote much of what BGSU has to offer," said Clif Boutelle, public relations.

"Our budget isn't near what other schools in the area are spending in the media, but we feel we have been able to put together a package that informs audiences about Bowling Green and gives the University a strong presence in the northwest Ohio market."

Although the campaign will feature a mix of radio, television and print advertising, the bulk of the budget will be spent on television, as in past campaigns, said video producer Fred Connor, public relations.

The purpose is recruitment and image, said Connor. "We are hoping to help people understand who we are, why we are excellent and communicate that Bowling Green is a place where students can immerse themselves in a total living and learning experience."

The messages have been

developed with the admissions office as well as other areas on campus. Don Lea Associates, a Sylvania advertising agency, works with the University in placing the ads in various northwest Ohio media.

The initial commercials are the ones developed a year ago and built around the messages of faculty excellence; excitement of learning; preparation for the job market through internships, cooperative education and

to remind people that Bowling Green is a first-class University that's not far from their homes," Connor added.

The television commercials, targeting both students and parents, feature upbeat, lively, fun, fast-paced visuals geared to young eyes and specific verbal information of interest to parents, Connor said.

Ads will run on all four Toledo affiliate stations (Channels 11, 13, 24 and 36) and will be seen on programs

"The purpose is recruitment and image. We are hoping to help people understand who we are, why we are excellent ..."

— Fred Connor

study abroad programs; a broad menu of course offerings; and the friendly, relaxed atmosphere on campus.

Connor is creating a new series of commercial spots focusing on additional messages that include technology offerings at the University and the increased emphasis upon students, particularly through the First Year Experience program.

Also, for the first time, messages will be aimed at commuter students, a target audience identified by the admissions office. "We want

such as "Good Morning America," "Home Improvement," "Seinfeld" and "90210," as well as news and weekend programs.

Aiming for high school sports fans, the University also sponsors WTOL-TV Channel 11's Big Board Friday. Now through March, two 30-second commercials will air on this 20-minute broadcast highlighting high school football and basketball scores. The program airs every Friday at 11:20 p.m.

In addition, BGSU spots will be seen frequently on

area cable systems. For the first time this year, the University will be part of a year-round "ultimate sports package" through Buckeye Cablesystem in the Toledo area. Altogether, the package involves more than 900 spots on ESPN, TNT, CNN, the Weather Channel, Discover and the A&E (Arts and Entertainment) channel, plus more than 1,000 cross-promotional announcements (short commercials about an event) that name BGSU as an event sponsor.

Ads will run during major sports events, such as NFL and NBA games, NCAA football and basketball, auto racing, tennis and figure skating. The package also includes other types of promotions, such as 130,000 direct mail "mini-billboard" ads on cable billing inserts, for example, and print ads in *The Blade* mentioning Bowling Green as a sponsor.

Outside the Toledo area, the University will be advertising in Lima on both WLIO-TV Channel 35 and on the Fox affiliate WOHL. Bowling Green also sponsors a high-school academic quiz bowl on WTLW-TV 44 in Lima.

Another form of television advertising is "BGSU Salutes." Appearing one week per month, the 10-second commercials recog-

nize excellence in students, student groups and staff and faculty. Beginning this week, the first spot for the fall will salute the Chapman Learning Community, airing on morning (Channel 13) and evening (Channel 24) news programs.

Radio spots will be heard on KISS-FM, Toledo's number one station which draws listeners from a broad range of age groups and on WRQN 93.5, an oldies station in Toledo. Spots will also air on WKXA in Findlay and WZOQ and WYRX in Lima.

Print advertisements are scheduled for area daily and weekly newspapers as well as some specialized magazines.

Another form of promotion is a compact disc produced under a three-year contract with College View of Cincinnati at a cost of \$14,000/year. Developed by Cheryl Takata and Linda Swaisgood, both public relations, and Connor, the CD has been placed in hundreds of Ohio high schools and provides a "very cool, comprehensive look at BGSU," said Connor.

It includes recruiting videos, information about academic programs, faculty and facilities, audio clips from professors, students and alumni and a hot link to the University Web site, from which students can complete an admissions application form.

Through all these channels, the idea is to provide consistent messages and as many exposures as possible, Connor explained.

Does advertising make an impact? "It's a fickle thing," said Connor. "Many factors enter into the decision-making process for students choosing a college."

Advertising alone will not sell someone on Bowling Green, he emphasized. The campaign strives to get a consistent message out enough times so that people see and remember the messages and key themes, he explained. "The intent is to get people to find out more and then check us out." ♦

Classified Staff Council meeting

Goals set for 1997-98

Classified staff at BGSU will be working toward four goals this year, chair Faith Olson announced during the Sept. 16 Classified Staff Council meeting:

- Assist in the development, promotion and implementation of academic coursework that would address professional development (communication [speaking and listening], conflict resolution, customer service, supervisory training, change management) and add 10 new students from classified staff employees toward the University's goal of 500 additional students by fall 1998.

- Enhance the Classified Staff Scholarship Fund by \$7,000 through May 1998.

- Continue to expand the availability and use of technological communication systems for all classified staff, including the development of a Web page for Classified Staff Council by June 30, 1998.

- Increase customer satisfaction from 49 percent to 70 percent by incorporating the five core values into daily work environments and providing recognition and reinforcement for those efforts. The core values are respect for one another, cooperation, intellectual and spiritual growth, creative imaginings and pride in a job well done.

In other news of interest:

- Classified staff are encouraged to participate in the "1 + 1 = 4" scholarship fund raising campaign. For each dollar raised, the Alumni Foundation will provide an equal match, up to \$5,000. Scholarships are awarded to two classified staff and two of their depen-

dents each year. All classified staff received letters and pledge cards recently to encourage participation.

All staff are also invited to participate in a "Bowling Green Work Day" at Cedar Point Amusement Park Sept. 28. Cedar Point will donate \$5/hour/volunteer to scholarships. To volunteer, contact Carmen Castro-Rivera, business administration, at 2-2747.

Scholarship committee chair Karen Wasson is seeking volunteers to write thank-you notes to donors throughout the year. Contact Wasson at 2-2274.

- The classified staff "CSC-Minutes" listproc will be used to disseminate classified staff council meeting minutes, personal/professional development for classified employees, University events, obituaries of employees/retirees and recognition of classified employees. The listproc will be owned by the Classified Staff Executive Committee. Requests to post information must include a descriptive subject line.

- To comply with Ohio law, civil service testing will resume for certain classified staff being hired, promoted or reclassified. This will not apply to entry-level food service and custodial staff. The process to implement testing is still being developed. Classified staff may be asked to volunteer to try out tests related to their positions to help the University determine whether the tests are valid measurements of performance.

- Requests have been forwarded to human resources concerning: changing fee waivers from four

courses to 12-15 credit hours per year; increasing vacation time for 20+-year employees to six weeks; privacy on the Web; records retention issues and increasing the percentage of sick leave buy-out upon retirement. "The questions are 'How much will it cost?' and 'How many students do we need enrolled to afford these benefits?'" said chair Faith Olson.

- The Classified Staff Outstanding Service Award display is being moved from the College Park Office Building to the Student Union.

- Staff who have worked previously in the public sector may be interested in purchasing service credit with pre-tax dollars through the Public Employees Retirement System of Ohio. The process for implementing this recently approved option will be finalized by Oct. 1.

- The following will be serving on committees: Jay Samelak, Student Union, SECO (State Employee Council of Ohio) representative through June 1998; Sue Frost, Jerome Library, Election Committee; Karen Weber, University Bookstore, Coverlet Committee; Margaret Barbour, Firelands, Salary Compensation Committee.

- Upcoming council meetings and guest speakers are scheduled for Oct. 21 (Charles Middleton, provost and vice president for academic affairs; Donna Wittwer, benefits manager); Nov. 18 (Nancy Joseph and Ed O'Donnell, dining services) and Dec. 16 (Ed Whipple, vice president for student affairs). All meetings take place from 9 a.m.-noon in the Taft Room, Student Union. ♦

The Disney way:

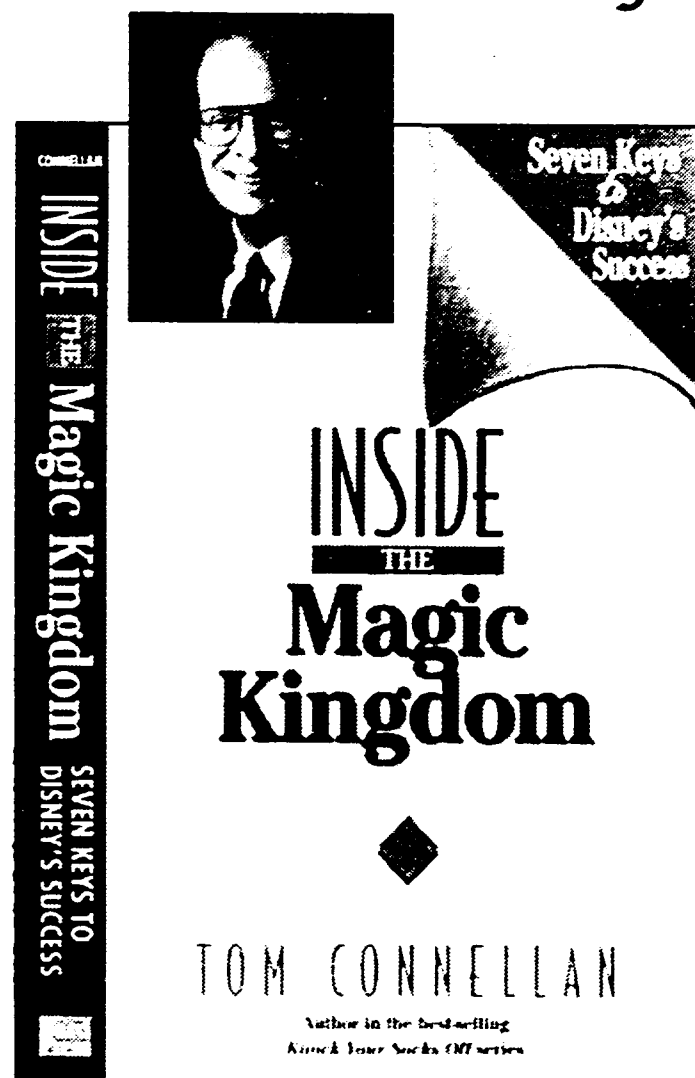
Hear one sensational organizational success story

Disney strives to make dreams come true for its guests just as education can make dreams come true for students. Transforming those dreams into reality requires very different types of resources, practices, policies and cultures. Or do they?

The people organizations serve—whether they're customers, clients, students or a group by any other name—need to be recruited, satisfied and retained.

Disney, one of the most successful organizations in the world when it comes to building a culture of service, offers lessons for all types of organizations.

Tom Connellan, formerly on the faculty and program director of the Executive Education Program at the University of Michigan Business School, will share his insights about the Disney way of operating during a special presentation from 3:30-5 p.m. Monday, Nov. 10, in the Lenhart Grand Ballroom of the Student Union. The presentation, based on Connellan's book, *Inside the Magic Kingdom*, is free and open to the entire campus community (faculty, staff and students). It is sponsored by the offices of the president and provost and arranged by University Computer Services and Telecommunication Services.



His speaking and consulting work focuses on three related areas:

- Helping individuals and organizations experiencing change learn to embrace the change rather than resist it.
- Improving customer retention.

framework of seven lessons:

- The competition is anyone the customer compares you with. If someone else satisfies the customer better than you, no matter what type of organization, you suffer by comparison.
- Pay fantastic attention

Tom Connellan will share his insights about the Disney way of operating during a special presentation from 3:30-5 p.m. Monday, Nov. 10, in the Lenhart Grand Ballroom of the Student Union. The presentation, based on Connellan's book, *Inside the Magic Kingdom*, is free and open to the the entire campus community.

Connellan speaks and consults with organizations across the country to help them take service and employee satisfaction to a higher level. He is considered one of North America's leading authorities on the organizational changes necessary to create high performance, customer retention and service quality. Aside from major private-sector companies, including GE, Rubbermaid, IBM, Motorola and Marriott, Connellan has worked with not-for-profit associations, hospitals, educational institutions and government units.

- Ensuring that Total Quality and Customer Focus efforts are not only initiated but also sustained by creating high performance systems that promote individual and team accountability.

Praising *Inside the Magic Kingdom*, Greta Williams, executive director of Big Brothers/Big Sisters of Greater Kalamazoo, writes "No matter what kind of non-profit organization you work for, if you want to take quality and value to another level, this book is for you. It's full of insights for generating support from stakeholders."

The book offers tips and best practices within the

to detail.

- Everyone walks the talk (converting customer service from policy to culture).

- Everything walks the talk (sending the right messages).

- Customers are best heard through many ears (tracking satisfaction and obtaining feedback from several sources).

- Reward, recognize and celebrate (inexpensive motivators, the importance of feedback).

- Everyone makes a difference (how to communicate to all employees that they play key roles within the organization). ♦

MONITOR

Published for faculty and staff of Bowling Green State University

University Vision Statement:

Bowling Green State University aspires to be the premier learning community in Ohio and one of the best in the nation. Through the interdependence of teaching, learning, scholarship and service we will create an academic environment grounded in intellectual discovery and guided by rational discourse and civility.

BGSU is an AA/EEO educator and employer.

Office of Public Relations, 516 Administration Bldg., Bowling Green State University, Bowling Green, Ohio 43403

Phone: (419) 372-2716, Fax: (419) 372-8579

Email: monitor@bgsu.net

World Wide Web: <http://www.bgsu.edu/offices/pr/monitor/>

Editor: Suzanne Kashuba

Writers: Shannon McFarlin, Bonnie Blankinship

Photographer: Gary Guydosh

Contributors: Clifton P. Boutelle, Marilyn Braatz, Deb McLaughlin, Gardner A. McLean Jr., Teri Sharp and Linda Swaisgood
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Four Eisenhower Grants awarded

The University has received four of the 31 grants from the Ohio Board of Regents awarded through the federally funded Eisenhower Professional Development Program for 1997. Of the \$1.8 million awarded Sept. 12 for mathematics and science education improvement, Bowling Green received \$278,394 for the following projects:

- **Extinction as a Process: An Interdisciplinary Paradigm for Teaching Science**, \$56,015, Roger E. Thibault, Center for Environmental Programs.

This grant will renew a two-week intensive workshop on the topic of extinction for 40 middle- and high-school science teachers. An interdisciplinary, active learning approach will involve explaining the abundance and diversity of life through extinction: from death comes life, from chaos comes order, from the past comes the present which leads to the future.

- **Project L.E.A.P. II (Local Excellence Through Action Partnership)**, \$83,834, Jodi J. Haney, education curriculum and instruction.

This project will provide professional development through the creation of learn-

ing communities including teachers, administrators, parents, community representatives and students in an effort to improve local science programs. Each participating local school agency will recruit a community to focus on topics such as instructional and assessment strategies fostering inquiry and problem-based learning. Project materials will be distributed via state and national conference presentations, a regional science symposium and the internet. A video highlighting project activities will also be produced.

- **Experiencing the Vision: Seeing Mathematics Differently**, \$56,245, Barbara Moses, mathematics and statistics.

Elementary school teachers from Wood County will learn to view the study of mathematics in terms of problem-posing, reflecting, discussing and exploring. Participants will play the roles of students, using software packages and other teaching tools. They will each conduct a Family Math Night and present at a mini-conference for northwest Ohio teachers.

- **ASPIRE (Assessment Project Involving Regional Educators)**, \$82,300, Daniel

J. Brahier, education curriculum and instruction.

Through this in-service program, participating teachers will learn about alternative assessment in mathematics, based on national standards. Monthly meetings will be followed by an intensive week in the summer, when teachers will develop implementation plans. In the fall, participants will prepare a written document and Web site, which will serve as resources for teachers worldwide.

Statewide, the Eisenhower projects link universities with local school systems, providing professional development opportunities for teachers and focusing on the needs of populations that have lacked access to equal educational opportunities in science and mathematics.

"Students and faculty alike are benefiting from the collaborative partnerships that are at the heart of the program," said OBOR Chancellor Elaine H. Hairston. "The projects funded will provide an opportunity for some 2,000 teachers across the state to get back into the college classroom, and will bring the expertise of Ohio's college faculty into the schools." ♦

BG! UT! United Way!



With marching band music in the background, orange and brown mixed with blue and gold during a pep rally celebrating the United Way "Presidents' Challenge."

The Sept. 12 rally took place at the northwest Ohio book depository in Perrysburg, halfway between Bowling Green and Toledo.

Wearing home-team caps and United Way shirts, President Sidney Ribeau of BGSU and President Frank Horton of the University of Toledo met on neutral territory to officially announce the friendly competition designed to benefit the United Way campaign.

In what is expected to become an annual contest, the university with the highest participation rate in the campaign wins the challenge. During the Oct. 25 BGSU/UT football game in Perry Stadium, the president

of the winning team will present his opponent with a shirt bearing his rival's colors. The shirt will be worn throughout the game.

Horton surprised Ribeau with a "preview" blue-and-gold UT shirt already emblazoned on the back with the name "Ribeau."

"I like the cut-out sleeves and the V neck, but I don't

think it's my color," Ribeau said. "I'm getting two (shirts) for you," he told Horton, "one for this year and one for next year."

Noting that both universities and the United Way "help people help themselves," Ribeau said that "the winners are the United Way and all the people who benefit." ♦

**A community of learners ...
A community of givers ...**



BGSU United Way Progress Report

The University United Way campaign has reached 17 percent of its goal. Out of 2,180 full-time equivalent employees, the goal is to involve 1,308 givers, or 60 percent of the workforce. As of Sept. 16, 223 givers have donated or pledged a total of more than \$30,000.

Know the driving insurance rules

The risk management department receives many inquiries on the insurance coverage that applies when University vehicles are used or when vehicles are leased or rented for University travel, notes Jennifer Square, risk management.

The following information is meant to clarify policies for insurance coverage on vehicles used for business purposes or for an approved University activity.

All drivers must have a valid driver's license in their possession and must meet insurability standards. Each driver must complete a Motor Vehicle Record Statement to verify insurability.

All University-owned or -leased vehicles must carry an automobile liability insurance identification card which indicates proof of insurance. If renting a vehicle through an outside vendor (Enterprise/Avis/Hertz, etc.), this card is to be in the driver's possession.

If an accident occurs while traveling, it must be reported to risk management

as soon as possible, preferably the day of the occurrence. There is a \$250 deductible on a physical damage (comprehensive and collision) claim. Accident procedure information is in the glove compartment of all University vehicles and on the risk management Web site.

Insurance coverage
University-owned or -leased vehicles: Full coverage is carried on University vehicles for drivers who have a valid driver's license, permission to drive the vehicle, and whose driving record has been checked through a Motor Vehicle Record Statement.

University-rented vehicles, short term: Rent the vehicle under the name of the University. If the rental agency requires the driver's name to be on the form, write "BGSU/ (driver's name)." Full liability insurance coverage for the University and the employee is carried by the University on the vehicle. It is not necessary to purchase insurance

offered by the rental agency. Physical damage (comprehensive and collision) insurance coverage is carried by the University up to \$35,000. If the vehicle has a value of more than \$35,000, contact risk management. There is a \$250 deductible for a physical damage claim.

Personal vehicles used for University business: The employee's insurance coverage is primary and the University's is for liability only. There is no physical damage coverage to an employee's vehicle through the University. The employee is responsible for the deductible portion on the collision coverage and for any increased personal automobile insurance premiums as a result of the accident. Employees driving their own vehicles on University business must have automobile liability insurance.

To learn more or to obtain copies of forms, cards or the Motor Vehicle Driver Safety Procedures, visit <http://www.bgsu.edu/offices/riskmgmt> or call 2-2127. ♦

in brief

Creative writing program director named

Sharona Ben-Tov is the new director of the creative writing program, replacing Howard McCord. The assistant professor of English is a widely published poet. Among her many awards, she received the Ohio Arts Council Individual Fellowship and a grant from the Memorial Foundation for Jewish Culture. ♦

Retirees' Association roster set

The University's Retirees Association has recently elected new officers and directors. The new roster is as follows:

Ramona Cormier (president), Donald Kausch (vice president), Don Bright (secretary), Edwin Bomeli (treasurer), Eldon Snyder (archivist/historian) and Jim Gordon (newsletter editor).

The following are on the board of directors: Sam Cooper, William Fichthorn, Gordon, Wendell Jones, Cliff Long, Reginald Noble, Elmer Spreitzer, Tom Stubbs, Roger Swope, Bob Thayer, Duane Tucker and Morris Weinberger. ♦

For sale

The following equipment is available for sale to University offices:

- Minolta 3150 copy machine (\$200 or best offer). Contact: applied statistics and operations, 2-2363.

- Four 3.5' by 10' wood tables (\$50/each) and 50 cane chairs (\$20 each). Contact: Carol White, Alumni Office, 2-2701.

in brief

Consolidating handbooks explored

Representatives of classified and administrative staff will be meeting with Rebecca Ferguson, assistant provost for human resources, on Sept. 25 to discuss the possibility of creating one handbook for staff.

Participants will also be reviewing their respective group's employee handbooks, identifying discrepancies and making recommendations for changes.

Pat Green, Center for Photochemical Sciences, is the contact for administrative staff and Janet Williams, environmental health and safety, is the contact for classified staff. ♦

Conference highlights sexual harassment

A one-day conference for northwest Ohio university officials, "Sexual Harassment: Issues, Challenges and Responsibilities" will be part of a national teleconference. The conference, sponsored by BGSU, the Medical College of Ohio, Owens Community College and the University of Toledo, takes place from 9 a.m.-3 p.m. Sept. 29 at OCC.

The national teleconference will focus on new U.S. Department of Education guidelines on responding to claims of sexual harassment.

To register, for more information or to sign up for transportation, contact 2-8495. ♦

job postings.....

FACULTY

Assistant/associate/full professor - accounting/MIS. Call 2-2767. Deadline: Dec. 15.

Assistant/associate/full professor - communication disorders. Call 2-6031. Deadline: Jan. 16, 1998.

Assistant professor - English (American literature, English education and fiction writing/literature). Three tenure-track positions. Call 2-2576. Deadline: Nov. 15.

Assistant professor - finance. Tenure-track position. Call 2-8714. Deadline: Dec. 1.

Assistant professor - management. Two full-time tenure-track positions. Call 2-2946. Deadline: Oct. 15.

Assistant professor - journalism. Call 2-2076. Deadline: Dec. 1.

Assistant professor - philosophy. Tenure-track position. Call 2-2117. Deadline: Oct. 15.

Assistant professor - sociology (social psychology). Full-time, tenure-track position. Call 2-2408. Deadline: Oct. 31.

Assistant professor - sociology (family). Full-time, tenure-track position. Call 2-7257. Deadline: Oct. 31.

Assistant professor - sociology (demography). Tenure-track position. Call 2-7256. Deadline: Oct. 31.

Assistant professor - social work. Tenure-track position. Call 2-8901. Deadline: Dec. 1.

Assistant professor - psychology. Four full-time, tenure-track positions in clinical (behavioral medicine), cognitive (computational/neural networks),

developmental (adult development and aging), and developmental (child/adolescent social development). Call 2-2301. Deadline: Nov. 28.

Assistant professor - geology. Full-time, tenure-track position. Call 2-2886. Deadline: Dec. 1.

Assistant professor - chemistry (inorganic and organic). Two tenure-track positions. Call 2-2031. Deadline: Oct. 15.

Assistant professor - criminal justice (law enforcement and law/legal). Two tenure-track positions. Call 2-2326. Deadline: Nov. 3.

Please contact human resources, 2-8421, for information regarding the following listings:

CLASSIFIED

Posting expiration date for employees to apply: noon, Friday, Sept. 26.

Publications specialist 1 (9-26-1) - education and human development, dean's office. Nine-month, part-time. Pay grade 8.

Secretary 2 (9-26-2) - provost and vice president for academic affairs. Pay grade 7.

ADMINISTRATIVE

Assistant to the director of conferences (M-053) Continuing Education, International & Summer Programs. Part-time. Deadline: Oct. 3.

Coordinator of music admissions (V-050) - musical arts. Deadline: Sept. 30.

Director of development (V-034) - WBGU-TV. Deadline: Oct. 10.

campus calendar.....

Monday, September 22

Workshop, "Preventing Sexual Harassment: Everyone's Problem, Everyone's Responsibility," 9:30-11:30 a.m., Faculty Lounge, Student Union. Pre-registration required, 2-8495.

Teaching and learning seminar, "Using Teaching Portfolios for Evaluation," 11 a.m.-1 p.m., Pallister Conference Room, Jerome Library. Contact: Center for Teaching, Learning & Technology, 2-6898, or email <ctl@mailserver.bgsu.edu>

University Computer Services Seminar, "Intro to Microsoft Word - (MAC)," 2-4 p.m., 126 Hayes Hall Computer Lab. Free.

International Film Series, "Predictions of Fire," East/West cultural portrait, 8:15 p.m., Gish Film Theater. Free.

Tuesday, September 23

University Computer Services Seminar, "Intro to PC-Eudora - (IBM)," 10 a.m.-noon, 128 Hayes Hall Computer Lab. Free.

Digital workshop, "Advanced Power Point - (MAC)," special text effects, graphs, charts and inserting objects into slide presentations, 1-3 p.m., 126 Hayes Hall Computer Lab. Sponsor: Center for Teaching, Learning & Technology.

Affirmative Action Issue Forum, "Exercising Your Rights: Utilizing BGSU Complaint Procedures," harassment/discrimination grievance procedures for students and employees, 3-4:30 p.m., Faculty Lounge, Student Union.

Lecture, "The Real X-Files," with internationally known 'ghostbuster' Loyd Auerbach, 7:30-10 p.m., Lenhart Grand Ballroom, Student Union. Sponsor: University Activities Organization. Free.

Wednesday, September 24

Women's Health Fair, featuring more than 15 exhibitors, free giveaways and information, 11 a.m.-3:30 p.m., in front of Student Union or first floor of McDonald North breezeway in case of rain. Free. Sponsors: Student Health Service and Center for Wellness and Prevention.

Legions meeting, featuring Mike Moore, director of planning and analysis at Georgia Southern University, who will speak about successful planning in higher education, 2:30-4:30 p.m., Pallister Conference Room, Jerome Library.

Dissertation defense, "Directing High School Theatre: the Impact of Student-Empowerment Strategies and Unconventional Staging Techniques on Actors, Directors, and Audience," by JoBeth Gonzalez, theatre, 10 a.m., 106 College Park Office Building.

Film, "M*A*S*H," Part of the Sitcom Celebration coinciding with a visit by Jamie Farr for the popular culture sitcom conference, 7 p.m., Gish Film Theater. Free.

Faculty Artist Series, Nancy Buck, viola, 8 p.m., Bryan Recital Hall, Moore Musical Arts Center. Free.

Thursday, September 25

Digital workshop, "Advanced Photoshop 4.0 - (MAC)," develop multiple layers, blend layers, develop special effects, 10 a.m. - noon, 126 Hayes Hall Computer Laboratory. Sponsor: Center for Teaching, Learning & Technology.

Workshop, "Supplemental Retirement Annuities (SRAs) from TIAA-CREF," learn about tax-deferred savings plans offered by the Teachers Insurance and Annuity Association/College Retirement Equities Fund, 10:30 a.m.-noon and 1-2:30 p.m., Taft Room, Student Union.

Friday, September 26

Symposium, "Being an Effective Advocate in a Learning Community," with Katherine Moore of Michigan State University, 9:30 a.m.-5 p.m., followed by retirement banquet honoring Audrey Rentz, 6 p.m., Holiday Inn French Quarter, Perrysburg. Cost: \$45 symposium/\$65 (including banquet). Sponsor: Higher Education and Student Affairs. Registration: continuing education, 2-8181.

September Spirit Day Celebration, Coffee/tea and coffee cake, 7-11 a.m., Falcon's Nest, Student Union. Sponsors: Student Union and Continuing Education. Free.

Economics Colloquium Series, "What Explains the Decline in Welfare Caseloads," James P. Ziliak, University of Oregon, 3:30 p.m., 4000 Business Administration Building.

Saturday, September 27

Digital workshop, "Going Digital I - Scanning Images - (MAC)," basics of scanning, saving and editing images, 10 a.m. - noon, 126 Hayes Hall Computer Laboratory. Sponsor: Center for Teaching, Learning & Technology.

Sunday, September 28

Faculty Artist Series, Jerome Rose, piano, 3 p.m., Kobacker Hall, Moore Musical Arts Center. Free.

Monday, September 29

Teaching and learning seminar, "Cooperative Learning/Collaboration: What are the Opportunities?," 6-8 p.m., Faculty Lounge, Student Union. Contact: Center for Teaching, Learning & Technology, 2-6898, or email <ctl@mailserver.bgsu.edu>

International Film Series, "The Cranes are Flying," Russian with English subtitles, 8:15 p.m., Gish Film Theater. Free.

Workshop, "Preventing Sexual Harassment: Everyone's Problem, Everyone's Responsibility," 1-3 p.m., Faculty Lounge, Student Union. Pre-registration required, 2-8495.

Continuing Events

September 22-26

WellAware Week for faculty, staff and students, health and fitness testing on Muscle Monday, Trim Tuesday, Heart Healthy Wednesday, Stress Relief Thursday and Flexible Friday plus information about stress management, muscular strength and endurance, cholesterol, flexibility, nutrition and exercise, noon-5 p.m., Fitwell Center, Student Recreation Center. Free.

September 26-27

Conference, "Situating the Comedy: Celebrating 50 Years of American Television Comedy, 1947-97," Student Union. Cost \$80 (\$65/students). Jamie Farr, who played Corporal Maxwell Klinger on M*A*S*H, will participate on Sept. 26 as a commentator for a military sitcom paper presentation session from 9-10:30 a.m. in the Community Suite and on Sept. 27 for a reception, dinner and keynote address from 6:15-9:15 p.m. in the Alumni Room. Sponsors: Center for Popular Culture Studies, Department of Popular Culture and the Popular Culture Library.

Continuing Education Classes

Sept. 23 - Oct. 28: Personal Assault Strategy Training (P.A.S.T.), 6 - 8 p.m. Tuesdays. Fee: \$50.

Sept. 24 - Oct. 29: Photography with Automated Cameras, 6:30 - 8:30 p.m. Wednesdays. Fee: \$50 (plus \$30-\$40 for film).

Sept. 27: Rubber Stamping - Intermediate, 10 a.m. - noon. Fee: \$20.

To register, for more information, including locations, or to receive a copy of the 1997-98 continuing education catalog, contact continuing education, international & summer programs at 2-8181.



SEPTEMBER

Spirit Day Celebration

Rev up the spirit for another great academic year.

Friday, September 26

7-11 a.m.

Falcon's Nest, Student Union

Free coffee/tea, and the Union's irresistible coffee cake at an irresistible price.

Sponsors:

Student Union and Continuing Education